

Message Text

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P 022246Z PEB 76
FM SECSTATE WASHDC
TO AMEMBASSY CARACAS PRIORITY

UNCLAS STATE 025302

E.O. 11652: NA

TAGS: BEXP, VE

SUBJECT: PROPOSED NORTH ST. LOUIS TRUST COMPANY
--- IOGA TRADE MISSION

REF: 10 FAM 973

1. MR. D. REID ROSS, PRESIDENT, MIDWEST ECONOMIC DEVELOPMENT ASSOCIATES, INC., HAS REQUESTED IOGA STATUS FOR A TRADE MISSION TO BE SPONSORED BY THE NORTH ST. LOUIS TRUST COMPANY, ST. LOUIS, MO., TO VISIT CARACAS IN EARLY JULY 1976.
2. MR. REID PLANS TO MAKE A PRELIMINARY PLANNING TRIP TO VENEZUELA, ARRIVING IN CARACAS ON OR ABOUT FEB. 15. HE WILL BE IN CONTACT WITH THE EMBASSY TO DISCUSS ARRANGEMENTS FOR THE FORTHCOMING MISSION.
3. IT IS ANTICIPATED THAT THE MISSION WILL CONSIST OF SOME 8 TO 10 MEMBERS, MANUFACTURERS AND SUPPLIERS OF CONSTRUCTION EQUIPMENT, MATERIALS AND RELATED SUPPLIES

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AND CONTRACTOR/ARCHITECTURAL AND ENGINEERING SERVICES.
IT IS PLANNED THAT THE MISSION MEMBERS WILL BE HANDCARRYING
S;ALL SAMPLE PRODUCTS, MODELS, PICTURES AND APPROPRIATE
DISPLAY LITERATURE.

4. THE PROPOSED TIMING IS THREE TO FIVE WORKING DAYS
THE WEEK OF JULY 6 OR ALTERNATIVELY WEEK OF JULY 12.

5. POST REQUESTED COMMENT SOONEST ON MARKET POTENTIAL
FOR PROPOSED PRODUCT THEME, ABILITY TO SUPPORT MISSION
DURING JULY 1976, AND RECOMMEND BEST TIMING FOR EVENT.
RESPONSE WOULD BE APPRECIATED PRIOR TO FEB 8 (REID'S EX-
PECTED DEPARTURE DATE FROM U.S.) IF AT ALL POSSIBLE. INGERSOLL

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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